LOW VISUAL IMPACT LABELING
METHOD AND SYSTEM

Abstract

 A method of forming symbols, characters, and other images from a light polarizing

5 material including machine readable indicia enabling automated identification of articles is

disclosed. A light polarizing material is applied over a reflective layer in a machine readable

pattern. The material may be an image imprinted on a label with a light polarizing material

on a substrate such as a transparent oriented film. In one aspect, a mail processing system

includes a computer including a database of destination codes corresponding to a plurality of

10 mail pieces for delivery to at least some of the destination codes. A media applicator utilizes

the database for generating and applying a light polarizing material to a label or article to

form a machine readable indicia, including the destination code for each of the plurality of

mail pieces. A mail sorting system utilizing the label includes a camera with polarized

lenses for filtering light reflected from indicia formed from a light polarizing material on the

15 label. A detector associated with each of the lenses for detecting reflected light and

generating a signal in response thereto. Signals from the detector are compared by a

computer that produces an electronic image or pattern corresponding to the machine

readable indicia and generates a sorting signal based upon the indicia which is transmitted to

a mail sorter where the mail pieces are sorted.